

310.29

WIC Breastfeeding Peer Counselor Coordinator Guidelines

Qualifications and Requirements

Introduction	Breastfeeding Peer Counselor Coordinators are responsible for managing the local WIC agency breastfeeding peer counseling program and working in partnership with the state WIC office.
Education or certification	<p>Breastfeeding Peer Counselor Coordinators are required to:</p> <ul style="list-style-type: none">• Be a licensed dietitian or registered nurse• Receive state-approved training in breastfeeding management;• Participate in continuing education about breastfeeding annually; and• Receive “Using <i>Loving Support</i> to Manage Peer Counseling Programs” training. <p><u>Note:</u> The breastfeeding peer counselor coordinator may or may not be the local agency breastfeeding coordinator.</p>
Desirable skills	<p>The following experiences and skills are desirable:</p> <ul style="list-style-type: none">• Experience in program management;• Expertise in breastfeeding management and promotion;• Credentials of an International Board Certified Lactation Consultant (IBCLC) or has other certification in lactation management (e.g., CLE, CLC) or state-approved training in lactation management;• Basic computer skills;• Minimum of one year experience counseling breastfeeding women; and• Have personal breastfeeding experience.
Physical requirements	The breastfeeding peer counselor coordinator position may involve lifting up to 25 pounds
Travel requirements	Travel to outlying clinic sites may be required. Travel may also be required to participate in initial train-the-trainer and continuing education events.
Supervision of coordinator	The breastfeeding peer counselor coordinator is responsible to the WIC Coordinator of the local employing agency.

Responsibilities

Introduction

The breastfeeding peer counselor coordinator has administrative and supervisory responsibilities for the breastfeeding peer counseling program.

Supervisory Duties

A breastfeeding peer counselor coordinator's responsibilities include:

- Establishing program goals and objectives;
 - Developing peer counseling program protocols and policies;
 - Determining peer counselor staffing needs;
 - Recruiting and interviewing potential peer counselors in alignment with program policies and standards;
 - Providing ongoing supervision;
 - Conducting meetings with peer counselors that include an educational component (monthly meetings are best practice);
 - Collecting documentation records and data as appropriate;
 - Maintaining the integrity of the program by observing and evaluating Peer contacts on a regular basis;
 - Reporting on the program to State Peer Counselor Program Manager and State Breastfeeding Coordinator;
 - Collaborating with other peer counselor coordinators (if available) to assess the need for ongoing improvements to the program;
 - Monitor use of computers, phones, and other electronic devices for proper usage; and
 - Encourage peer counselors to attend WIC staff meetings when indicated.
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Training

A breastfeeding peer counselor coordinator participates in training activities and provides training including:

- Initial training of breastfeeding peer counselors using *Loving Support to Peer Counseling* curriculum;
 - Mentoring new peer counselors during the first six months;
 - Providing routine follow-up and guidance in the early days of the job; and
 - Continuing education.
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Recordkeeping

A breastfeeding peer counselor coordinator's recordkeeping responsibilities include:

- Routine review of client contact records in the WIC electronic data system to ensure documented contacts were completed,
 - Maintaining accurate records of mothers assigned to individual breastfeeding peer counselors, and
 - Complete Activity Reports as required by the state WIC office.
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Responsibilities, Continued

**Interaction
with
community
partners**

The breastfeeding peer counselor coordinator's position requires communication and interaction with community partners. Suggested partners include:

- Local breastfeeding coalitions,
 - Maternal/child health agencies,
 - Social services agencies,
 - Local public health agencies,
 - Birthing hospitals, and
 - Others **serving breastfeeding mothers and babies** in service area.
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